

Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 EB-08 ICA-20 /041 W
-----007361 172331Z /23

R 170530Z AUG 78
FM AMEMBASSY WELLINGTON
TO USDOC WASHDC
INFO SECSTATE WASHDC 6093
AMEMBASSY TOKYO
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL AUCKLAND BY POUCH

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PASS USICA
USDOC FOR USTS AND OIM/SILLOWAY
TOKYO FOR USTS

E.O.11652:N/A
TAGS: EAIR, ETRD, NZ
SUBJECT: USA TRAVEL PLANNER SEMINARS

1. SUMMARY. THE U.S.A. IS THE FASTEST-GROWING TOURISM DESTINATION FOR NEW ZEALANDERS, AND TRAVEL PROFESSIONALS HERE EXPECT THAT SITUATION TO REMAIN FOR THE NEXT SEVERAL YEARS. CAPITALIZING ON THIS MOMENTUM IN THE MARKET PLACE, TOM QUINN, MARKETING MANAGER OF THE U.S. TRAVEL SERVICE REGIONAL OFFICE IN TOKYO, CONDUCTED FOUR SEMINARS IN NEW ZEALAND DURING THE WEEK OF AUGUST 7. ON THESE OCCASIONS, HE INTRODUCED THE NEW USTS PUBLICATION "USA TRAVEL PLANNER" TO OVER 100 MIDDLE-MANAGEMENT EXECUTIVES FROM TRAVEL AGENCIES, AIRLINES, AND TOUR WHOLESALERS THROUGHOUT NEW ZEALAND. THESE EVENTS WERE A GREAT SUCCESS, AND THE TRAVEL PLANNER WAS WARMLY WELCOMED AS AN EXCELLENT TOOL FOR PLANNING GROUP MOVEMENTS AND INDIVIDUAL ITINERARIES IN THE U.S.A. FROM CONVERSATIONS HELD
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THROUGHOUT THE WEEK, IT IS CLEAR THAT THE U.S.A. IS THE PRIME LONG-HAUL GROWTH MARKET FOR NEW ZEALAND TRAVELLERS, AND THAT THE TRAVEL PLANNER MAKES ITS APPEARANCE HERE AT THE OPTIMUM TIME. WE ARE PARTICULARLY GRATEFUL TO MR. QUINN FOR A JOB WELL DONE, AND TO AMCONSUL SYDNEY AND ICA NEW ZEALAND FOR THEIR EXCELLENT SUPPORT. END SUMMARY.

2. DURING THE WEEK OF AUGUST 7, TOM QUINN CONDUCTED FOUR SEMINARS TO INTRODUCE THE TRAVEL PLANNER. THE FORMAT SET FORTH IN ENCLOSURE (A) TO SYDNEY A-28 WAS FOLLOWED. IN CHRISTCHURCH AUGUST 7, HE HAD AN AUDIENCE OF 25; IN WELLINGTON AUGUST 9, 31 ATTENDED; AND IN AUCKLAND, TWO SESSIONS WERE GIVEN AUGUST 10, WITH 17 ATTENDING THE FIRST AND 29 THE SECOND. INCLUDED IN THE LAST GROUP WAS AIR NEW ZEALAND'S DISTRICT MANAGER FROM TAHITI, WHO WAS BROUGHT IN BY HIS COMPANY SPECIFICALLY TO ATTEND THE SEMINAR. SEVERAL OF THE OTHER PARTICIPANTS CAME FROM OUTSIDE THE THREE MAJOR CENTERS, AS WELL. ATTENDANCE FAR EXCEEDED OUR EXPECTATIONS, AND AS A RESULT WE WERE UNABLE TO PROVIDE A COPY OF THE TRAVEL PLANNER TO EVERY GUEST. SEE PARA 6 BELOW.

3. INVITATIONS TO THESE SEMINARS HAD BEEN EXTENDED ONLY TO MIDDLE-MANAGEMENT PERSONNEL OF SELECTED TRAVEL AGENCIES, AIRLINES AND TOUR WHOLESALERS. WHILE IT HAD BEEN HOPED THAT A MAXIMUM AUDIENCE OF 20 WOULD BE PRESENT AT EACH SEMINAR, A TOTAL OF 102 INDIVIDUALS TOOK PART IN THE FOUR SESSIONS. THE TRAVEL PLANNER WAS WARMLY WELCOMED AS A WELL-CONCEIVED EASY-TO-USE REFERENCE SOURCE PACKED WITH USEFUL INFORMATION FOR PREPARING GROUP ITINERARIES AND FOR PLANNING TRIPS FOR THE INDIVIDUAL TRAVELLER AS WELL.

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4. FROM DISCUSSIONS WITH GUESTS AT THESE SEMINARS, IT HAS BECOME CLEAR THAT THE U.S.A. IS THE MOST RAPIDLY-GROWING TOURISM DESTINATION FOR NEW ZEALANDERS, AND IS EXPECTED TO REMAIN SO FOR THE NEXT SEVERAL YEARS. USTS FIGURES FOR THE FIRST FIVE MONTHS OF 1978 SHOW AN INCREASE OF 1.2 PERCENT IN THE NUMBERS OF NEW ZEALAND ARRIVALS IN THE U.S. OVER THE SAME PERIOD IN 1977. WHAT THOSE FIGURES DO NOT SHOW, HOWEVER, IS THAT IN THE LAST YEAR THERE HAS BEEN A MAJOR SHIFT IN THE NEW ZEALANDER'S APPROACH TO THE U.S.A.; WHEREAS MOST OF THE ARRIVALS IN PREVIOUS YEARS HAVE REPRESENTED STAYS OF NO MORE THAN 48 HOURS BY TRAVELLERS WHOSE PRIMARY DESTINATION WAS THE U.K., THERE IS EMERGING A SIGNIFICANT INCREASE IN THE NUMBERS OF NEW ZEALAND TRAVELLERS VISITING THE U.S.A. FOR LONGER PERIODS. THE LATEST STATISTICS PUBLISHED BY NEW ZEALAND'S TOURISM AND PUBLICITY DEPARTMENT SHOW A 31 PERCENT INCREASE IN THE NUMBER OF NEW ZEALAND TRAVELLERS IDENTIFYING THE U.S.A. AS THEIR PRINCIPAL DESTINATION (FIRST QUARTER 1978 VERSUS FIRST QUARTER 1977); MORE RECENTLY, THE NEW BUDGET FARES TO THE U.S.A. HAVE

INCREASED INTEREST EVEN MORE. WHILE NEW ZEALANDERS HAVE TRADITIONALLY BEEN AVID TRAVELLERS, IT IS CLEAR THAT MORE OF THEM WILL BE TRAVELLING TO THE U.S.A. IN THE FUTURE, AND THAT THEY WILL BE INCREASINGLY LOOKING UPON THE U.S.A. AS A DESTINATION RATHER THAN AS A STOPOVER POINT EN ROUTE TO EUROPE. IN THIS SITUATION, THE TRAVEL PLANNER SEMINARS WERE PERFECTLY TIMED AS PLANNING IS NOW BEGINNING FOR PACKAGES FOR THE END OF

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R 170530Z AUG 78
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1978 AND EARLY 1979.

5. THE SUPPORT OF AMCONSUL SYDNEY WAS EXCELLENT, AND WE ARE GRATEFUL FOR IT. IN ALL THREE CITIES, ICA FACILITIES AND EQUIPMENT WERE USED FOR THE SEMINARS. THEIR SUPPORT WAS EXCELLENT AND MUCH-APPRECIATED. TOM QUINN DID AN OUTSTANDING JOB IN PRESENTING THE TRAVEL PLANNER, AND INTRODUCING A NUMBER OF OTHER REFERENCE WORKS WHICH HAVE BEEN LARGELY UNKNOWN IN NEW ZEALAND, SUCH AS THE MOBIL TRAVEL GUIDES, THE ASI, RUSSELLS' BUS GUIDE, ETC. WE WOULD BE EXTREMELY GRATEFUL IF USTS COULD SUPPLY US WITH UP TO THREE COMPLETE SETS OF THE REFERENCE LIBRARY ITEMS QUINN DISPLAYED - ONE FOR EACH OF THE THREE MAIN CITIES IN NEW ZEALAND.

6. WE WOULD ALSO BE GRATEFUL IF WE COULD BE SUPPLIED WITH UP TO 50 ADDITIONAL COPIES OF THE TRAVEL PLANNER, AS SUPPLIES ON HAND WERE INSUFFICIENT TO MEET THE DEMAND

GENERATED DURING THE SEMINARS. IN ADDITION, WE TOOK THE OPPORTUNITY OF THE SEMINARS TO INTRODUCE THE USTS TRADE SHOWS, EXPOSITIONS AND CONVENTIONS DIRECTORY, AND UNCLASSIFIED

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THE TRAVEL AGENTS USA TRANSPORTATION GUIDE, AND AGAIN DEMAND FAR EXCEEDED SUPPLY; AN ADDITIONAL 50 COPIES OF EACH WOULD BE APPRECIATED. THE AWARD-WINNING FILM AMERICAN MONTAGE WAS HIGHLY-PRAISED, AND IF A COPY COULD BE MADE AVAILABLE TO US FOR RETENTION, IT WOULD BE WIDELY USED BY THE TRAVEL INDUSTRY. TO WHATEVER EXTENT USTS CAN SUPPLY THESE MATERIALS, THEY WILL BE WELL-USED IN NEW ZEALAND.

7. THE NEW ZEALAND VISIT USA COMMITTEE MET WITH TOM QUINN IN AUCKLAND AUGUST 11, AND BEGAN PLANNING A SERIES OF USTS-INDUSTRY SEMINARS TO BE HELD IN FOUR CITIES FEBRUARY 22 THROUGH MARCH 1, 1979. IN ADDITION, IT WAS DECIDED TO TRY TO ORGANIZE A JOURNALISTS TOUR TO THE SOUTHWEST FOR MARCH 1979 AS A FOLLOW-UP TO THOSE SEMINARS. ADDITIONAL DETAILS ON THESE SUBJECTS WILL BE CONVEYED IN A SEPARATE TELEGRAM TO ALL ADDRESSEES. SELDEN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TOURISM PROMOTION
Control Number: n/a
Copy: SINGLE
Draft Date: 17 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978WELLIN04371
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780337-0224
Format: TEL
From: WELLINGTON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780851/aaaabqru.tel
Line Count: 197
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 00077061-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1703474
Secure: OPEN
Status: NATIVE
Subject: USA TRAVEL PLANNER SEMINARS
TAGS: EAIR, ETRD, NZ
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/00077061-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014